



WPTV

## ORDER

Print Date 10/31/12

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Flight Dates 10/02/12-10/08/12

Contract / Revision 311640 /

Original Date / Revision  
09/19/12 09/20/12

Advertiser Negron / Republican / State

Agency Mentzer Media

Buying Contact

600 Fairmont Avenue - Suite #306  
Towson, MD 21204Product  
Joe Negron for Florida Senate

Agency Com 15%

Billing Contact

600 Fairmont Avenue - Suite #306  
Towson, MD 21204

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 494

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	18	\$15,066.25	\$17,725.00	0.00
Totals	18	\$15,066.25	\$17,725.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	18	\$15,066.25	\$17,725.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/03/12	10/05/12	M-F 6-7a M-F 6-7a	CM	6-7a	-- 1- 1--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/02/12	10/08/12	-- 1- 1--		2		\$900.00		0.00					
N 2	WPTV	10/02/12	10/05/12	M-F 7-9a M-F 7-9a	CM	7-9a	- 1- 11--	:30	3	\$950.00	P-1	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/02/12	10/08/12	- 1- 11--		3		\$950.00		0.00					
N 3	WPTV	10/02/12	10/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	- 111---	:30	3	\$1,325.00	P-1	0.00	NM	3	\$3,975.00



**WPTV**

Print Date: 10/31/12

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Contract / Revision    **311640**    Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision    09/19/12/    09/20/12

Order Sep    00:20:00

Advertiser    **Negron / Republican / State**    Product **Joe Negron for Florida Senate**    Estimate #    **494**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	10/02/12	10/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	- 111---	:30	3	\$1,325.00	P-1	0.00	NM	3	\$3,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	- 111---	3				\$1,325.00		0.00				
N 4	WPTV	10/06/12	10/06/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-----S-	1				\$725.00		0.00				
N 5	WPTV	10/06/12	10/06/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-----S-	1				\$600.00		0.00				
N 6	WPTV	10/06/12	10/06/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,025.00	P-1	0.00	NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-----S-	1				\$1,025.00		0.00				
N 7	WPTV	10/07/12	10/07/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-----S	1				\$425.00		0.00				
N 8	WPTV	10/07/12	10/07/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-----S	1				\$1,800.00		0.00				
N 9	WPTV	10/07/12	10/07/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-----S	1				\$600.00		0.00				
N 10	WPTV	10/07/12	10/07/12	Su 1130p-1205a after NFL 1130p-12x After NFL	CM	1130p-1205a	-----S	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	-----S	1				\$750.00		0.00				
N 11	WPTV	10/08/12	10/08/12	M-F 6-7a M-F 6-7a	CM	6-7a	M-----	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	M-----	1				\$900.00		0.00				
N 12	WPTV	10/08/12	10/08/12	M-F 7-9a M-F 7-9a	CM	7-9a	M-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	M-----	1				\$950.00		0.00				
N 13	WPTV	10/08/12	10/08/12	M-F 6-630p M-F 6-630p	CM	6-630p	M-----	:30	1	\$1,325.00	P-1	0.00	NM	1	\$1,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/02/12	10/08/12	M-----	1				\$1,325.00		0.00				
Totals													18	\$17,725.00	